

Store Hours
9 to 5:30

Fruit Salad and Chicken Pattie

Isn't that a delightfully appetizing combination for a sultry day? Flanked by Gimbel rolls and butter—topped off by a long, long glass of Gimbel iced coffee. It satisfies!

GIMBELS RESTAURANT—Eighth Floor

Closed All Day
Saturdays

GIMBEL BROTHERS

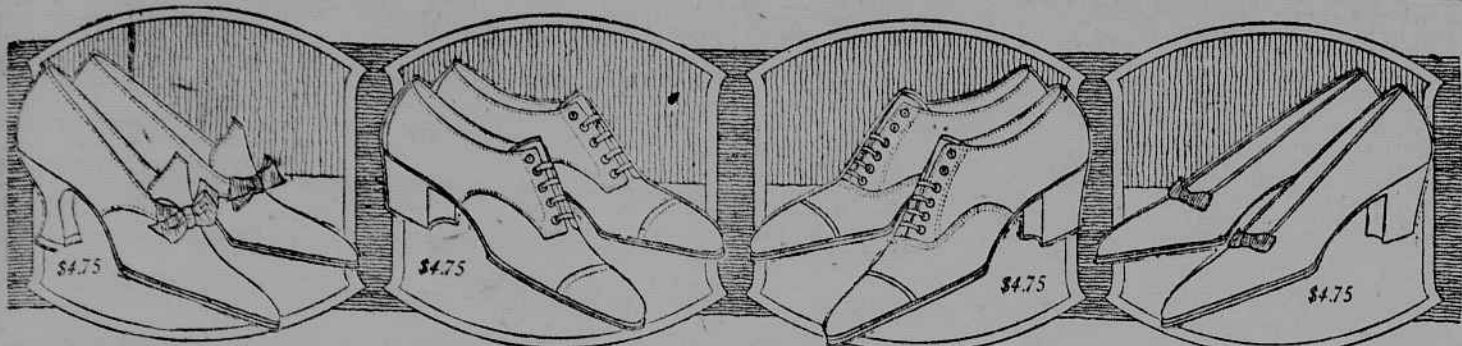
32ND STREET—BROADWAY—33RD STREET NEW YORK CITY

Furs Repaired and Remodeled
at Reduced Summer Rates

The best workmanship is assured. New models are now ready, and estimates will be given without charge.

GIMBELS Fur Vaults on the Premises—Tenth Floor
"Furriers Since 1842"

Gimbels
Phone Number:
Pennsylvania
5100



Sale! Women's White Pumps and Oxfords

FOR WOMEN AND MISSES

FOUR DELIGHTFUL
STYLES

\$4.75

IN FULL RANGE
OF SIZES

You'll appreciate the value of this offer even more when you have seen the shoes themselves. For they are new and fresh, not broken stocks, but a new shipment offering full choice in all sizes. Good looking styles? Yes, adorable! And in fine quality white canvas.

A low heeled and a
high heeled oxford

There is a certain satisfaction in knowing that you are well dressed—in wearing a becoming hat, the correct gloves and carrying "just the parasol for that gown." So it is with these shoes—For a remarkably low price, we offer you the correct low white shoe for many summer occasions.

A pump and a French
heeled ribbon tie

Just now when stocks in white shoes are a bit low, this new lot is especially welcome.

GIMBELS WOMEN'S SHOE SHOP—Second Floor

Save from 20% to 35% on Your
Hudson Seal Coat
in the Annual Advance Sale

The Annual Advance Sale of Furs now concentrates its attention on one of the most wanted furs for the coming season—Hudson Seal (dyed Muskrat).

Skins were selected in great quantities—and carefully selected by experts. Models were chosen with an eye for the fashions to come. You'll see, when you see the coats, capes, wraps and dolmans, that the sale offers are such tempting savings. Here are a few of the values you may expect—

Hudson Seal Sports Coat

Sale Price \$225

Hudson Seal Three-quarter

Coat Sale Price 350

Hudson Seal Three-quarter

Coat, trimmed . Sale Price 395

Hudson Seal Short Dolman

Sale Price 475

Hudson Seal Long Cape Wrap

Sale Price 595

Hudson Seal Long Coat Sale Price \$575

Hudson Seal Long Dolman Sale Price 695

And of Particular Interest Are
These Three Extra Special Items

French Seal Coat, full length, with large contrasting collar and cuffs.

\$289

Hudson Seal, three-quarter length; trimmed with grey squirrel. Sale price

\$395

Natural Muskrat Coat in three-quarter length, with contrasting trimmings.

\$245

Deposits will be accepted, and furs held in storage free, until fall.

GIMBELS FUR SHOP—Third Floor

OFFERING

ORIENTAL RUGS

AT LOWER PRICES

Oriental Rugs, large and small, but all of unusual beauty and richness. Early purchasing and direct shipments from the Far East bring them to your home at lower prices. You'll find among them:—

Beloochistan Mats....\$27.50 to \$42.50
Average size 2.2x2.11

Beloochistan Rugs.... 85.00 to 135.00
Average size 2.8x5.7

Extra Heavy Turkish
Weave 39.50 to 250.00
Sizes from 4.7x3.4 ft. to 11.3x7.4 ft.

Extra Fine Silky
Sarouks 235.00 to 265.00
Average size 5.2x3.4 ft.

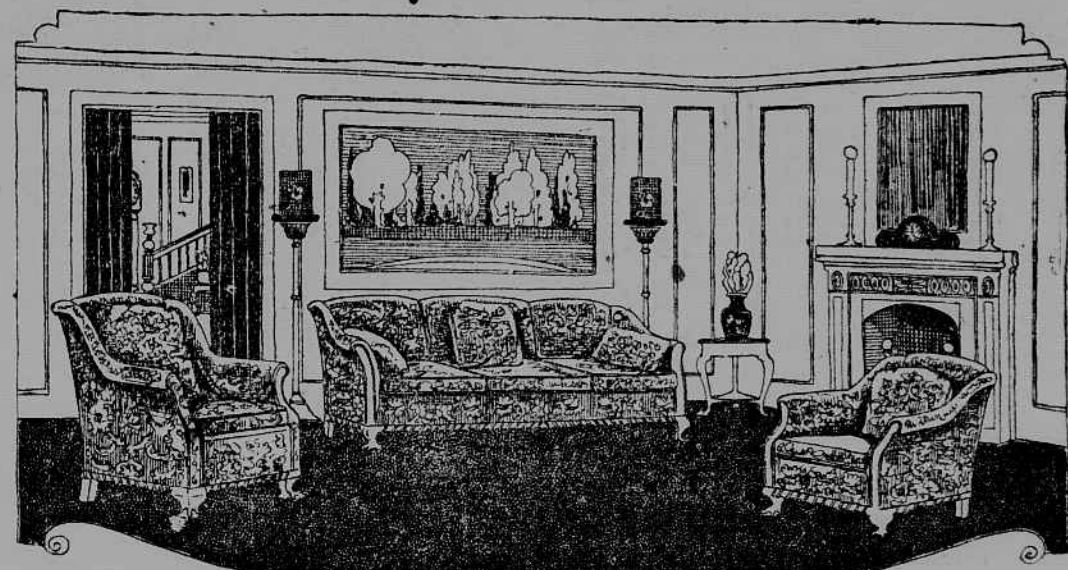
Extra Quality Persian
Rugs 125.00 to 350.00
Sizes 5.6x3.8 ft. to 6.5x4.3 ft.

Chinese Rugs.....32.50 to 92.50
Sizes 3.10x2 ft. to 5.10x3 ft.

Room Size Chinese
Rugs 195.00 to 850.00
Sizes 7.4x5.10 ft. to 17.2x11.10 ft.
in beautiful shades of gold, blue, ecru and rose.

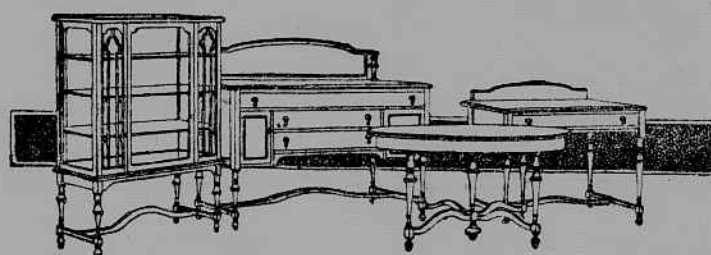
Kermanshah Rugs
(extra grade)....395.00 to 495.00
Sizes 6.9x4 ft. to 6.8x4.6 ft.

GIMBELS—Sixth Floor.

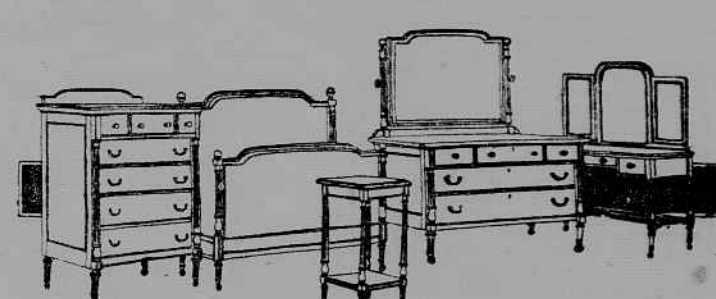
Savings For Every Room in the House
In This August Sale of Furniture
The Verdict of Those Who Have Shopped:
Quality : Variety : Value -- At Gimbels!And Typical of the August Sale Values Is
This Handsome 3 Piece Living Room Suite, \$470

Chippendale style, with covering of figured blue velours, or of tapestry. Mahogany carved frame. Spring edge. Loose cushion seats. 3 pillows and 2 bolsters, complete.

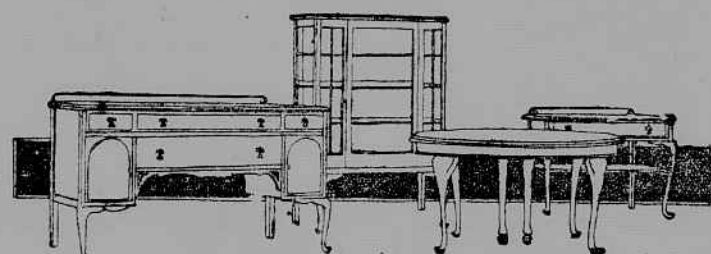
It's the sort of furniture that makes the living room a room to live in—and beautiful to live in. And it's the only sort it pays to buy—the sort featured throughout this Gimbel sale—furniture sturdily built, with painstaking attention to all the details of workmanship that make furniture strong and lasting.

Sale Priced! This 4 Piece Brown
Oak Dining Room Suite \$220

William and Mary design; 54 inch buffet, 48 inch table and server; china closet with latticed panel. Extra pieces: Side chair \$12.50, Host chair \$20.00, with seats of brown Spanish leather.

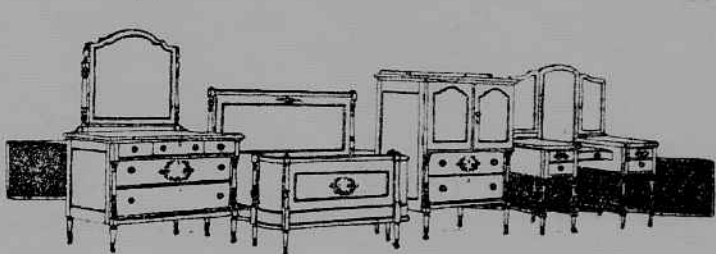
Sale Priced! This 5 Piece Ivory
Enamel Bedroom Suite \$395

Dresser measures 54 inches; night table with glass top; chiffonette; toilet table and full sized bed. Same set with twin beds, \$476.

Sale Priced! This 4 Piece American
Walnut Dining Room Suite \$375

66 in. Buffet; 54 in. Dining Table; extra pieces: Side Chair, \$19; Arm Chair, \$26; blue or brown Spanish leather.

Variety: Over 75 models in Dining Room Suites in this Sale.

Sale Priced! This New Ritz
Carlton Bedroom Suite \$438

4 Pieces: Bureau, Chiffonette, Full-size Bed, Night Table. Finished in American Walnut, Mahogany, Antique Ivory, Parisian Gray Enamel, with hand-painted floral decorations.

With Twin Beds, \$560; Vanity Case, \$160; Desk, \$80; Chair, \$30; Rocker, \$31.50; Bench, \$24.

GIMBELS FURNITURE SECTION—Seventh Floor

Rogers Bros. 1847 At Less Than Half

1847 Flatware in the desirable but discontinued Continental and Sharon Patterns. Odd lots—some of them very small. So the earlier the better. Savings are great but stocks are low. And this will be an absolute clearance.

Set of Six	Set of Six	Each	Each
Bouillon Spoons.....\$2.95	Oyster Forks.....\$2.00	Sardine Forks......65	Food Pushers.....\$.45
Coffee Spoons.....1.50	Cold Meat Forks.....each .65	Cake Forks......65	Berry Spoons.....1.00
Chocolate Spoons.....2.00	Salad Forks (serving) " 1.95	Cheese Scoops......65	Jelly Knives......65
Egg Spoons.....1.50	Pickle Forks......65	Butter Knives......75	Cream Ladles.....1.05
Medium Forks.....2.95		Butter Picks......50	Honey Spoons......65

Oneida Community Par Plate
at Savings of 25%

Oneida Flatware in the Bridal Wreath and Vernon Patterns. Guaranteed for 10 years of household use. Quantities are limited and not all the pieces listed are available in both patterns.

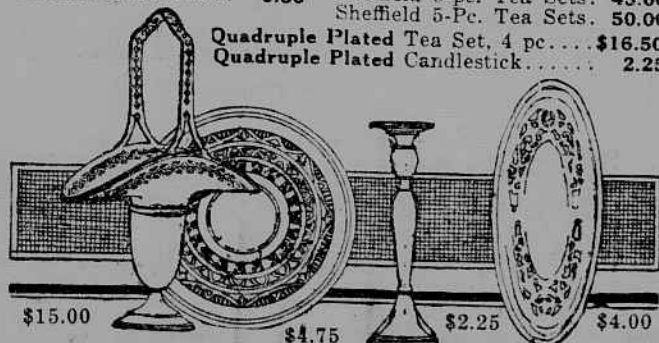
Purchase by the dozen
or by the half dozen

Dozen	Dozen
Tea Spoons.....\$2.60	Dessert Knives (solid handle).....\$6.20
Table Spoons.....5.20	Butter Spreads.....6.00
Medium Forks.....5.20	Butter Knives.....each .50
Dessert Forks.....5.00	Gravy Ladles.....each 1.10
Medium Knives (solid handle).....6.40	Cream Ladles.....each .85

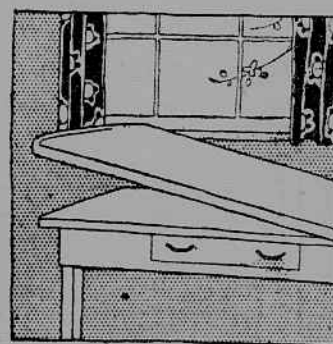
SALE ON MAIN FLOOR, MAIN AISLE

Sheffield Plate Reproductions
Savings of 15% to 20%

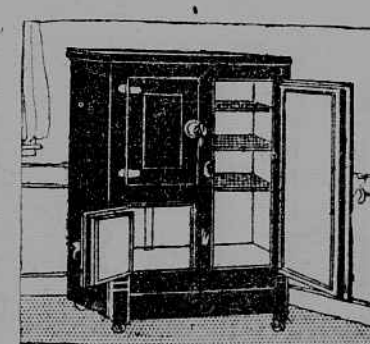
Sheffield Vegetable Dishes.....\$11.50	Sheffield Cheese and Cracker Dishes.....\$8.75
Sheffield Fruit Bowls.....9.95	Sheffield Bread Trays.....4.00, 4.95, 5.50
Sheffield Sandwich Trays.....4.75	Sheffield Flower Baskets.....15.00
Sheffield Sandwich Trays with handle.....6.50	Sheffield 5-pc. Tea Sets.....45.00
	Sheffield 6-pc. Tea Sets.....50.00
	Quadruple Plated Tea Set, 4 pc.....\$16.50
	Quadruple Plated Candlestick.....2.25



\$15.00 \$4.75 \$2.25 \$4.00

Sales That Put Housewares
On Your "BUY NOW" ListSale! Porcelain Table Tops
\$1.95 to \$4.50

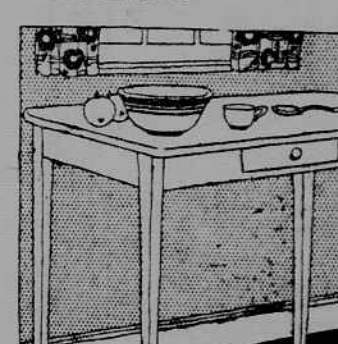
Another carload in! They're imperfect, some of them just slightly marred from handling. And white porcelain's the cleanest, freshest kind of thing for kitchen service.



Sale! Good Refrigerators

Alaska make—the finest constructed—way down in price. Food chambers white enamel lined.

Width.	Depth.	Height.	Sale Price.
33 in.	18 in.	46 in.	\$35.75
35 in.	19 in.	49 in.	38.75
37 in.	20 in.	52 in.	49.75

Sale! Porcelain Topped Tables
\$8.45

White tables with white porcelain tops. Those that have been marred in handling have been grouped to sell—and they'll sell out swiftly—at this very little price.

It Pays to Buy Now!

None Sent C. O. D.

GIMBELS NEW KIND OF HOUSEFURNISHING STORE—Fifth Floor

Brooklyn, New Jersey and Long Island Customers Direct to Gimbels via Tubes and Subways